

Chapter Six: Sign Design Guidelines

6.1 The Necessity for Sign Design Guidelines

Due to the age of these business districts, many of the properties have experienced numerous changes in ownership and occupancy. And while each successive occupant may not have altered the architecture and landscaping, the signs are always changing or new signs being added. Over the years as the signs have been replaced without design guidelines, there has been a decline in their quality and an increase in their quantity. Currently, many of the signs no longer compliment the architectural style of their building. The result has been a visual deterioration of corridors' image.

While there are new commercial buildings in the area, many of the small to medium size properties are of an age and condition that no longer attract retail tenants who take a coordinated approach to marketing. Signs are a form of marketing because they identify the type of business. When a business uses an excessive number of signs to "advertise" their goods and services, the result is a visual blight that thwarts comprehension and undermines the economic image of the district. These design guidelines in general, and specifically the sign design guidelines should be regarded as a marketing tool to create a better business image for the districts and therefore a climate for increased sales.

In the same way that Architectural Design Guidelines are not building codes, Sign Design Guidelines are not as specific as the City's Sign Ordinances. They apply in addition to the Sign Ordinances. The following guidelines are intended to explain which types of signs enhance the visual impression of the two districts and conversely what types of signs detract from a favorable visual impression.

The goals of these Sign Design Guidelines are to:

- identify businesses in a manner that promotes an attractive image of the two districts.
- prevent a decline in the visual image of the districts due to excessive or inappropriate signs.

Relationship of sign design guidelines to architectural design guidelines:

In most cases, signs should find their design style in the style of the building architecture. The style could be historic due to the age of the structure or the style could be any of those favored by today's builders, Spanish-Colonial, Modern, Post-Modern etc. Customarily, signs use brighter, more contrasting colors than the colors used on the building exterior. Sign colors should be compatible with the building color. Buildings are seldom a single color. The building colors should be considered when selecting sign colors. The architectural design of any building suggests appropriate sign placement locations and sign scale. Signs should compliment and never obscure architectural style and details. With large buildings or building complexes signs should be placed to identify the formal entry.

6.2 Glossary of Terms

- **Abandoned sign...** the sign face, frame and supporting pole of any permanent sign advertising a business which has abandoned the premises for ninety (90) days or more. Abandoned sign also includes any promotional activity sign advertising an activity which ended five or more days previous. Signs associated with a demolished building shall also be considered abandoned signs.
- **Adhesive vinyl...** an extremely thin sign material available in a large range of colors which is cut by hand or machine and applied to a surface as letters, artwork and/or backgrounds... an alternative to

painting or printing.

- **Architectural detail...** any physical component of the building's design, examples being: window & door frames, moldings, cornices, recessed panels, grilles, bas relief, light fixtures, decorative tile, stair and balcony railings.
- **Area identification sign...** identifies a group of contiguous activities having combined lot frontage and having on-premises public parking held in common. Such signs shall not identify individual activities within the group, nor contain any additional message.
- **Awning sign...** a sign painted or affixed to an awning.
- **Awning valance...** the narrow, vertical, hanging flap at the front edge of a traditional awning.
- **Backdrop wall sign...** a sign placed on a freestanding wall to the rear or side of an open display business such as, but not limited to, vehicle, boat, or plant nursery sales or equipment rental.
- **Banner sign...** a promotional activity sign with wording or symbols.
- **Building directory sign...** a pedestrian sign listing multiple occupants of a building.
- **Changeable copy sign...** a sign whose copy is periodically changed to advertise events, sales, and the like, with detachable but motionless lettering that must be manually installed, usually on a series of parallel tracks. A changeable copy sign shall not include a "tri-vision" sign, electronic sign, or electronic message center.
- **Channel letter...** an individual letter made of formed sheet metal, usually with an acrylic face and an internal light source.
- **Chaser lights...** multiple ornamental lights that rapidly flash off and on in a sequence that implies motion.
- **Community identification sign...** identifies a community comprised of various residential neighborhoods and/or commercial or industrial district(s) and announces its geographical boundaries (i.e., now entering or leaving community name) within the City. This sign shall always identify that the respective community is part of the City.
- **Electronic message center sign...** a sign whose alphabetic, pictographic, or symbolic informational content can be changed or altered on a fixed display surface composed of electronically illuminated or mechanically driven changeable segments. This includes signs that have to be preprogrammed to display only certain types of information (i.e., time, date, temperature) and signs whose informational content can be changed or altered by means of computer-driven electronic impulses.
- **Façade sign...** the major (largest) sign attached to the building exterior. These signs should be legible to persons in moving vehicles and therefore brief in their information
- **Freestanding sign...** a sign which is displayed directly on the ground and which is supported neither wholly nor in part by a building.
- **Letter Area...** the total square feet of the letters and logos in a sign that can fit within 8 straight vertical and horizontal lines and be no closer than 5 inches to the edge of the Placement Area.
- **Lineal frontage...** the left to right maximum dimension of a building.

- **Marquee/canopy sign...** a sign that is attached to the vertical face or the soffit of a marquee or canopy.
- **Monument sign...** a sign that is displayed directly on the ground or on a base which is the same width as the sign.
- **Mural...** abstract or realistic artwork applied to a wall for decorative purposes containing no trademarks, corporate logos, words or letters, and therefore not a sign.
- **Noncommercial sign...** any device or structure used for visual communication which does not advertise or promote any business enterprise, product, service or activity that is revenue-promoting. Such signs include addresses, business hours, building directories, cornerstones, parking limitations, traffic directional, warning and other similar signs determined by the Zoning Administrator to be noncommercial.
- **On-premises sign...** a sign that identifies or communicates a message related to the activity conducted, the service offered, or the commodity sold on the premises upon which the sign is located.
- **Outdoor menu display...** a single-sided framed menu attached to the moveable barrier that defines the outdoor dining area in the public right-of-way.
- **Painted sign...** a sign painted on a wall or window, or a decal (or similar application of permanent material with an adhesive surface).
- **Parapet...** the top portion or edge of a building façade.
- **Parking information sign...** a sign with parking information oriented to persons in vehicles.
- **Pedestrian sign...** small signs meant to be legible only to persons as they enter or pass in front of a business.
- **Pole sign...** a sign supported by pole(s) or post(s) with the lowest part of the sign is above 4 feet.
- **Political sign...** a sign indicating the name and/or picture of an individual seeking election or appointment to a public office, or relating to a proposition or change of law in a public election or referendum, or pertaining to the advocating by persons, groups or parties of political views or policies. Political signs are considered to be on-premises signs unless the advertising is placed on a billboard.
- **Portable sign...** a freestanding sign not permanently located upon a foundation.
- **Projecting sign...** a sign that is attached to, and at an angle from, a wall or other essentially vertical plane of a building or structure.
- **Promotional activity sign...** any sign made of cloth or paper taking the form of a banner, balloon, kite, placard, pennant or similar device, or painted on a window area.
- **Pylon sign...** a sign that is attached to or appears to project through a building, and is architecturally integrated into the building design yet structurally independent.
- **Raceway...** a box mounted on the building exterior that houses the wiring and transformers to which channel letters are mounted.

- **Reverse channel letter...** a three-dimensional letter with a metal face and sides and an open back so the internal light source illuminates the wall and silhouettes the letters at night.
- **Roof sign...** a sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof, or the deck line of a building with a mansard roof.
- **Sign area...** the entire face of a sign including the advertising surface and any framing, trim or molding. For signs with more than two (2) surfaces, the area is the maximum area of all display faces, which are visible from any ground. If the supporting device is in itself a part of the sign, it shall be included in the calculation of the area of the sign.
- **Sign cabinet...** a type of sign construction made of a metal container which houses fluorescent tube lights. Frequently these signs have a translucent acrylic sign face.
- **Sign face...** the surface of the sign that carries the words (and artwork).
- **Sign placement area...** the area of one rectangle on a wall, within the required height limits, which is unbroken by major architectural features such as doors, windows, columns or architectural protrusions. Only one placement area is permitted per building elevation per business. Only that portion of the building occupied by the business shall be used in calculating the placement area. A business fronting onto more than one public right-of-way may not combine the permitted sign placement area for one wall with that of another wall for the purpose of placing the combined area, or any part of the combined area, on one wall.
- **Sign...** any device or structure used for visual communication or attraction, including any announcement, declaration, demonstration, display, illustration, insignia, model, statue, or symbol used to identify a place, or to advertise or promote the interest of any person; together with a framework, background material structure, component parts, and bracing materials (not including the supporting pole on freestanding signs). Official traffic-control devices are specifically exempted from this definition. The official flags of nations, states, counties, cities and recognized nonprofit organizations shall not be considered signs, but flags, banners or similar devices containing a commercial message shall be signs.
- **Temporary sign...** any sign of cloth, paper or similar material (except as window signs). These are considered promotional activity signs.
- **Temporary sign...** time limited sale signs, real estate signs.
- **Vehicle oriented signs...** signs that are of a size that can be easily read by the occupants of a moving car, usually the façade sign and address numbers.
- **Visual Façade...** the combination of all the facades or sides of a building that can be seen from one position, for instance, a free standing or a corner building.
- **Wall sign...** a sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign. Such a sign may not project more than fourteen inches (14") beyond the vertical wall surface or it shall be considered a projecting sign.
- **Window sign...** a sign which is painted on, or attached to, the interior side of window or glass doors, or which is inside a window and mounted within one foot (1') of a window.

Underutilized sign locations



Sign with too much information to be an attractive design and too much information for comprehension from a moving vehicle



Signs whose material, color and detailing share no visual similarity to the building.



Typical sign problems



Excessive quantity of signs which compete for attention and diminish communication.

6.3 Existing Conditions

6.3.1 Atlantic Avenue

The Atlantic Avenue district is made up of predominantly retail businesses. Frequently, retail businesses overuse signs as an advertising medium for their goods and services. When this advertising impulse is not tempered by design guidelines, the result can be “sign blight”. This condition occurs when retail businesses cover their facades with so many signs that their message is obscured rather than understood. This visually degrades the image of the district.

6.3.2 Long Beach Boulevard

There are fewer retail businesses on Long Beach Boulevard. Here the professional offices, motels and schools are generally more restrained in the design and number of their signs. However, there are a significant number of properties that would benefit from the application of sign design guidelines. Some of the businesses utilize the undesirable sign cabinets or the prohibited roof signs. Many of the business sign designs do not support the style or the functionality of the building’s architecture. These inconsistencies convey a negative impression that the district is past its prime.

6.4 Differing Sign Characteristics of the two Districts

6.4.1 Signs more characteristic of the Atlantic Avenue Project Area

An auto-oriented subarea has been defined as part of the Atlantic Avenue Project Area. Auto-oriented refers to businesses like car dealers, gas stations and any business with “drive-thru” services, like a laundry or fast food restaurant. These buildings are usually setback from the sidewalk. The lot size to building footprint ratio of auto-related businesses makes them excellent candidates for freestanding signs. Freestanding signs (pole and monument) are permitted only in the auto-oriented subarea.

Gas stations signs are directed to persons in vehicles who uniquely make their price decisions while still driving. Therefore, they should be allowed to continue the use of large price marquee signs, even though vehicle-oriented merchandise and price signs are prohibited to all other types of retailers throughout the district.

6.4.2 Signs more characteristic of the Long Beach Boulevard Project Area

Multiple tenant office buildings may find it more practical to treat their address number as their primary or secondary sign due to the number and variety of the building’s tenants. Buildings with a group of related, but independent tenants might have a collective name with a descriptive term like Medical Building or Law Offices for their primary façade or monument sign.

Motels presently occur only in this district and are a nonconforming use. While they are still in this district, they should be encouraged to play a more visual role that spans between residential and commercial. This can be done by reducing the number of signs to a primary sign and a vacancy /no vacancy sign and prohibiting pedestrian and window signs for motels.

6.5 Sign Design Guidelines

6.5.1 Information should be prioritized

Retail businesses have several messages to communicate to their potential customers through the use of signs, for example:

- Business Name
- Address
- Type of Goods and Services
- Brand Names carried
- Credit Cards honored
- Telephone number
- Parking directions
- Business hours

“Sign Blight” occurs when a business has so many signs that potential customer is overwhelmed and communication is thwarted. The business owner should limit the size and number of their signs so information can be understood in a sequence of importance. *See Figure 6.1: Matching the sign message with the appropriate sign category.*

6.5.2 Design Factors

A. The role of letter style in design

Various letter styles have different strokes. Letter stroke width has an important effect on the visual impact of a sign. The use of all capital letters or initial capital and lower case letters also affects sign impact. To promote visual variety between facade signs, these sign guidelines encourage a variety of letter stroke widths and capitalization. *See Figure 6.2: The Role of Letter Style and Capitalization.* Therefore, an increase of 5–15% in letter area is allowed to promote variety while maintaining legibility.

B. Sign scale and placement

Most commercial building exteriors have a Sign Placement Area. This is the largest flat rectangular area on the building that is above eight feet. The placement area should not include any architectural details. The placement area could be made of a plain or patterned material.

Letter area of a sign is the area containing all the letters and logos of the sign that can be defined by no more than eight vertical and horizontal lines. Sign ornamentation is not included in letter area.

- If the placement area is 25% or more of the total area of the façade, the maximum letter area is 20% of the placement area.
- If the placement area is between 25% and 15% of the façade area, the maximum letter area is 25% of the placement area.
- If the placement area is 15% or less of the total façade area, the maximum letter area is 30% of the placement area.

See Figures 6.3, 6.4 & 6.5: Diagrams of Façade area, Placement area and Letter area

Figure 6.1: Matching the sign message with the appropriate sign category

| SIGN MESSAGE | SIGN CATEGORY | | | | | | | | |
|--|---------------|------------|--------------|-----------|------------|--------|-----------|---------|------------|
| | facade | projecting | freestanding | secondary | pedestrian | window | directory | marquee | prohibited |
| The Name of the business | x OR x OR x | | | | x | x | | | |
| brief (4 to 6 word) description of business | | | | x | | | | | |
| address numbers | | | | x | | | | | |
| parking information | | | | x | | | | | |
| business hours & telephone numbers | | | | | x | | | | |
| credit cards honored | | | | | x | | | | |
| brand names carried | | | | | x | | | | |
| listing of goods and services offered | | | | | x | | | | |
| names of secondary tenant businesses | | | | | | | x | | |
| names of tenants on upper levels | | | | | | | x | | |
| annual sale | | | | x | | | | | |
| more frequent than annual sales | | | | | x | | | | |
| restaurant menus | | | | | | x | | | |
| gasoline prices | | | | | | | | x | |
| goods and services offered at another location | | | | | | | | | x |

Figure 6.2: The Role of Letter Style and Capitalization

Thin letters can be larger. Facade sign capital letters whose widest stroke is not greater than one tenth of the letter height adds 10% to the allowable letter area.



Using initial capitals and lower case letters of the same letter style and point size adds 5% to the allowable letter area.



Using thin letters with capitals and lower case letters adds 15% to the allowable letter area



Figure 6.3: Building/Sign Area Ratio: Condition One

The Sign Placement Area is the most appropriate and visible (usually flat) area above 8 feet on the facade that contains no architectural details.

If the Sign Placement Area is 25% or more of the Facade Area, the Maximum Letter Area is 20% of the Sign Placement Area

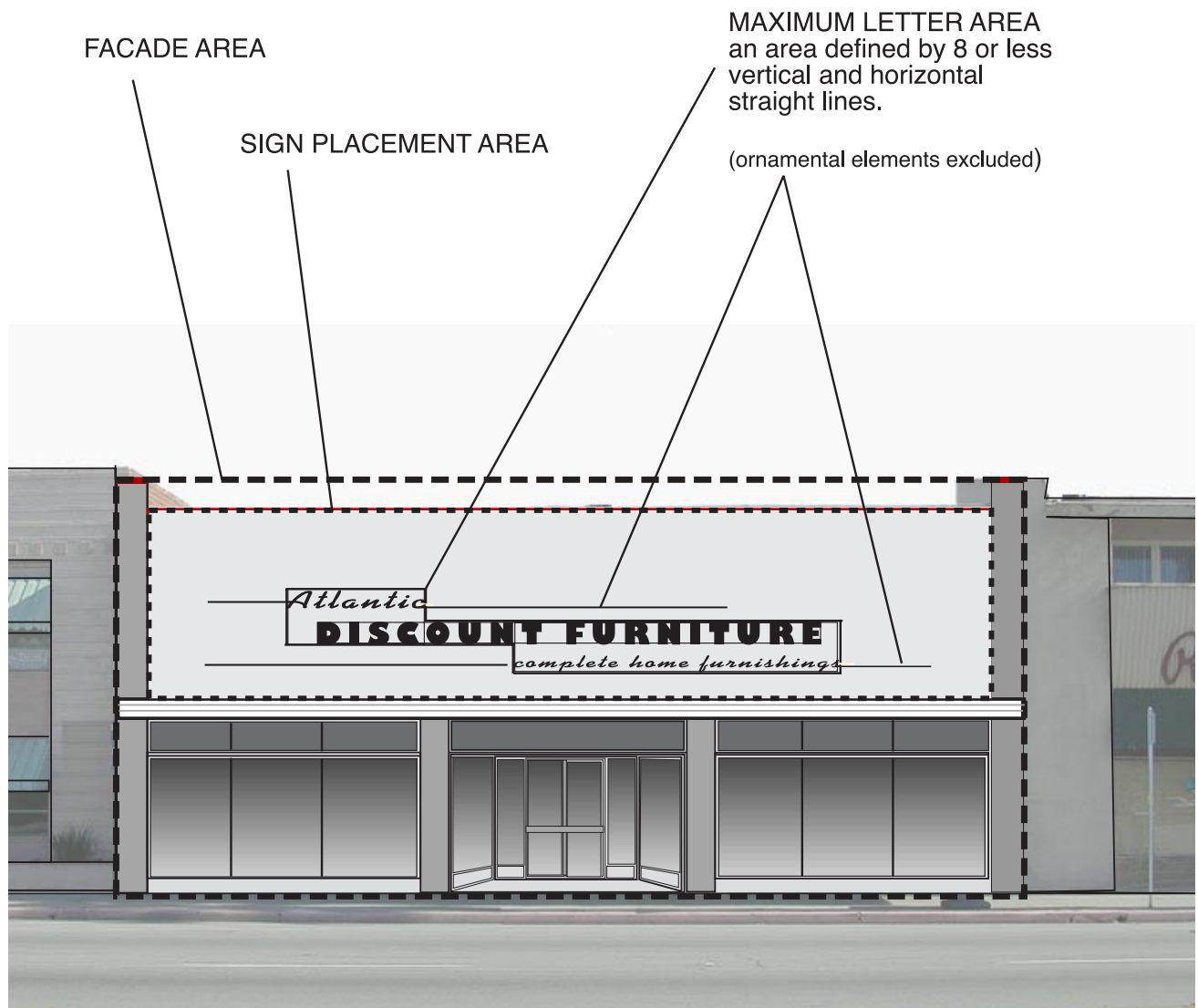


Figure 6.4: Building/Sign Area Ratio: Condition Two

If the Sign Placement Area is between 25% to 15% of the Facade Area, the maximum letter area is 25% of the Placement Area

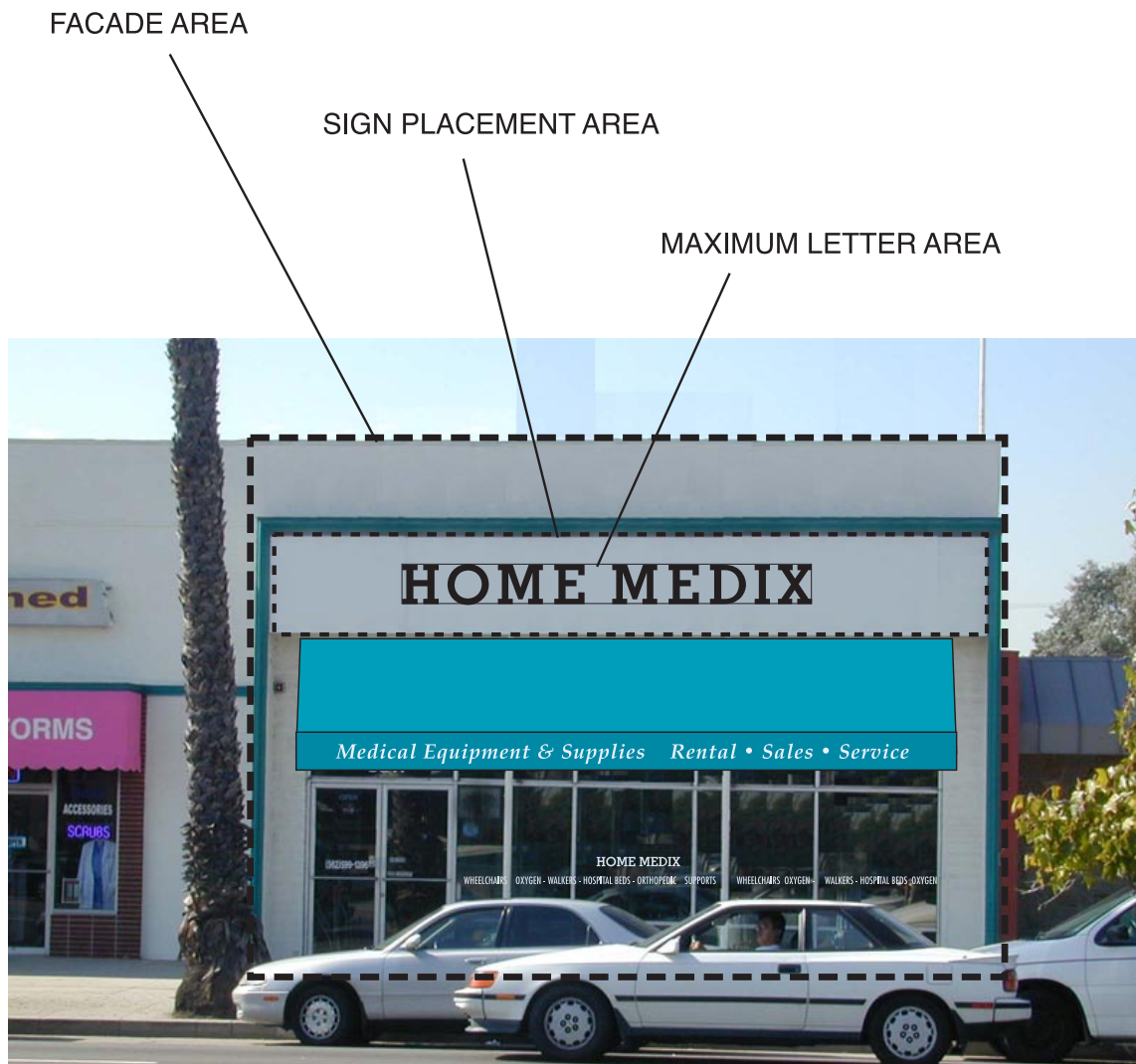
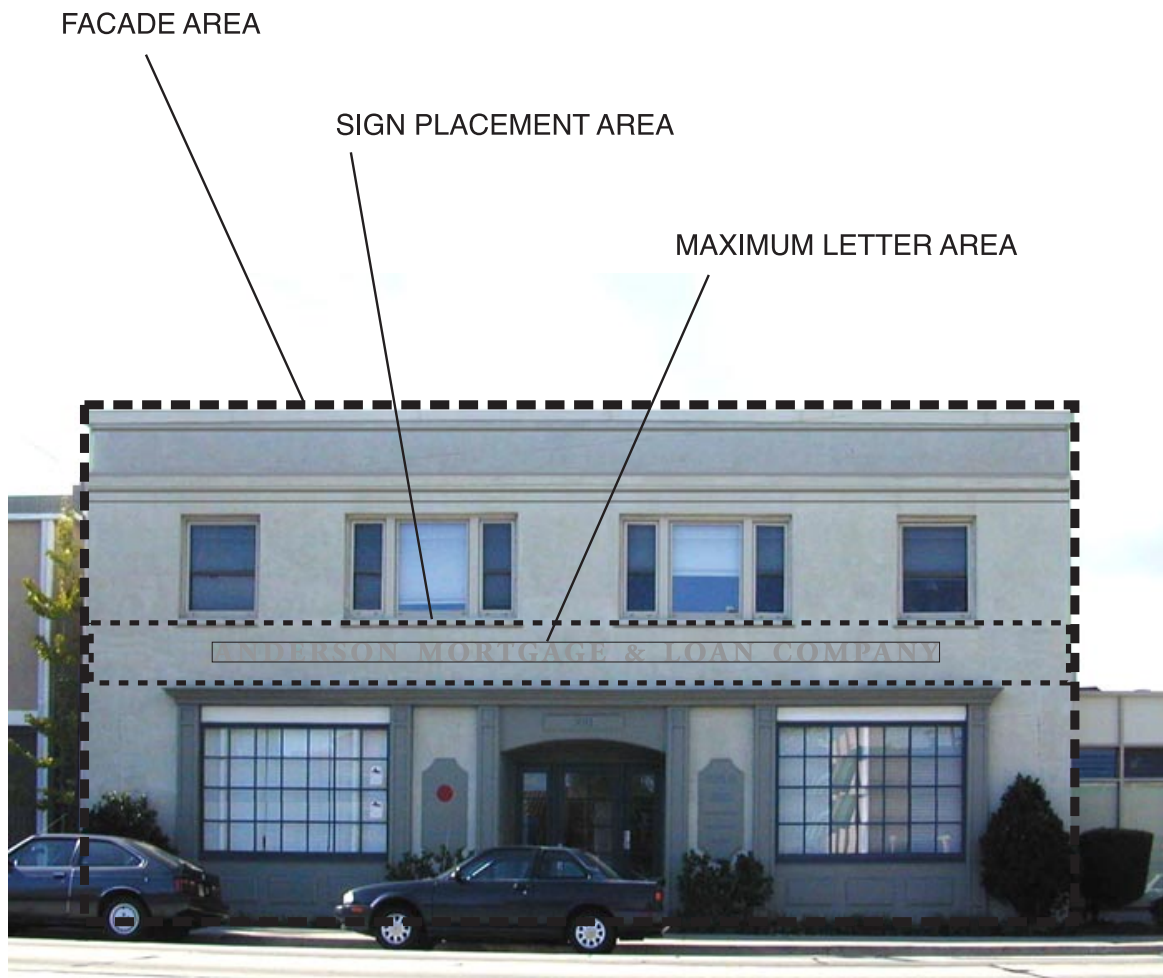


Figure 6.5: Building/Sign Area Ratio: Condition Three

If the Sign Placement Area is 15% or less of the Facade Area, the maximum letter area is 30% of the Placement Area



C. Multi Tenant Buildings and Mini Malls

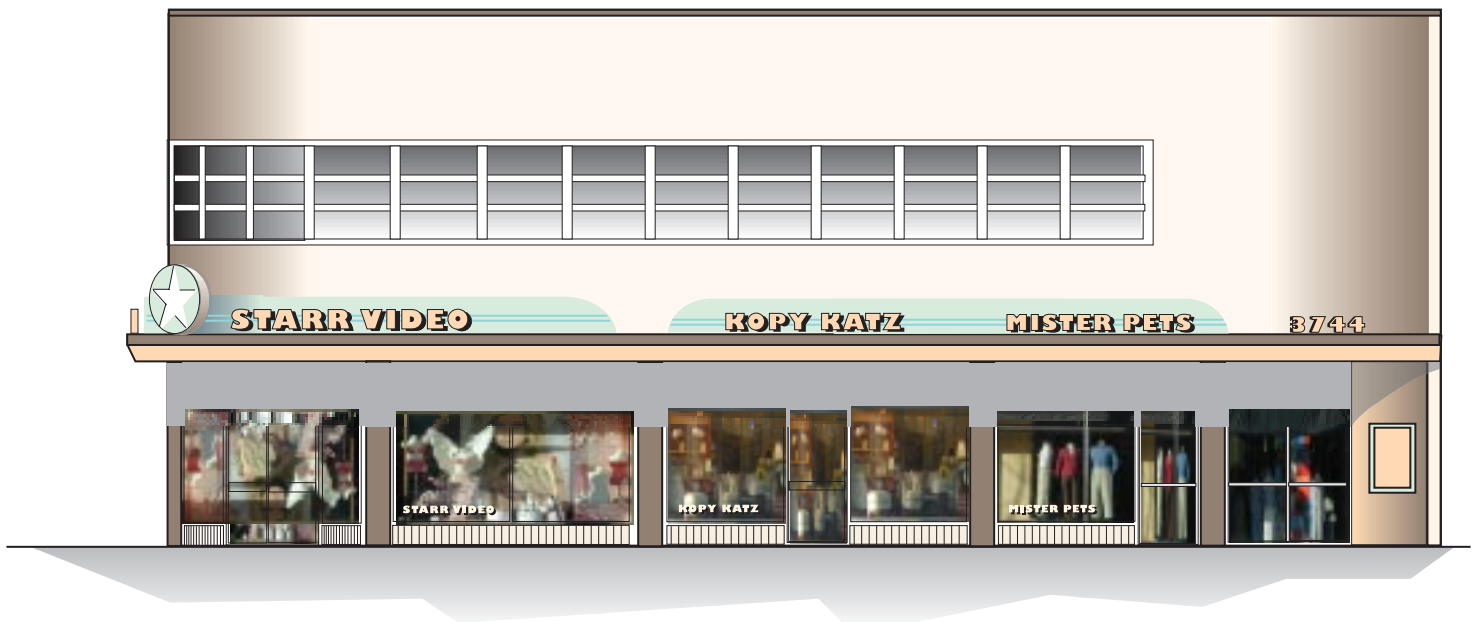
When a building has multiple ground floor tenants all of their signs must share a common design in materials, colors, size, letter style and placement which is appropriate to the architectural style of the building. See *Figure 6.6: Multi-tenant signage: Starr Video Building*.

Multiple independent businesses sharing a single building entrance should be encouraged to adopt a single collective name and sign program to avoid a counterproductive excessive number of exterior signs.

D. Acceptable Sign Design/Construction Alternatives

- Letters on a raceway, neon letters and externally lighted letters.
- Sign cabinets with a distinctive curvilinear form and having no more than two parallel signs.

See *Figure 6.7: Sign Cabinets*



A building with multiple tenants and a strong architectural style should have signs with a common style to reinforce the design of the building.

Figure 6.6: Multi-tenant signage: Starr Video Building

E. Structure and Lighting

Individual three-dimensional fabricated letters mounted directly on the building with an internal neon light source are preferred. Sheet metal letters with an internal light source are called channel letters. Letters fabricated of a solid material are called cutout letters and require an external light source. Exposed neon letters are encouraged. *See Figure 6.8: Sign Lighting Techniques.*

F. Prohibited Signs

- Signs painted directly on the building surface. (decorative murals with no letters are not considered signs)
- Signs with moving mechanical parts or flashing incandescent lights.
- Signs promoting products or services at other locations.
- Roof-mounted signs.
- “A” frame or “sandwich board” signs
- Rectangular sign cabinets without a distinctive curvilinear form.

Prohibited sign cabinet



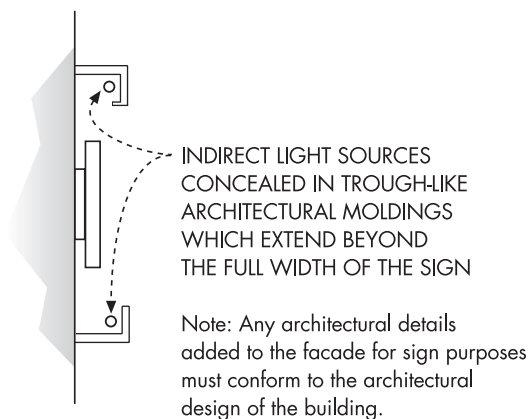
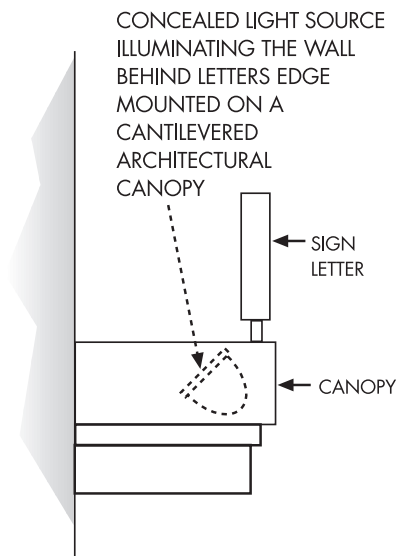
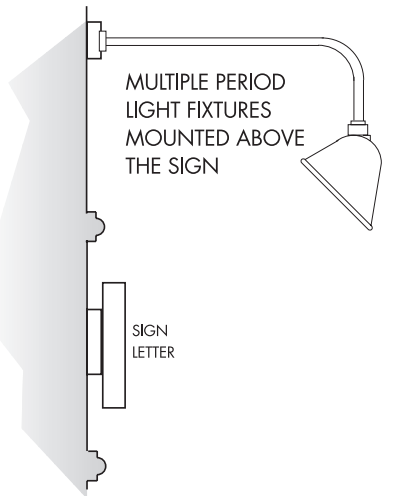
Preferred sign cabinet



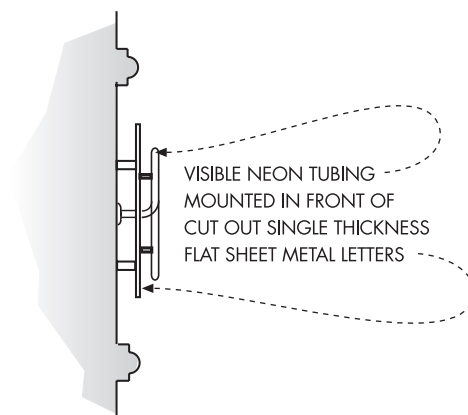
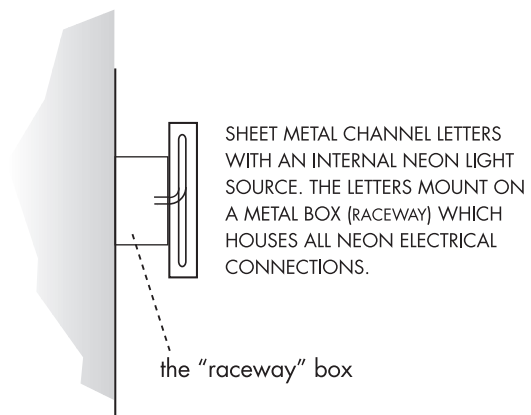
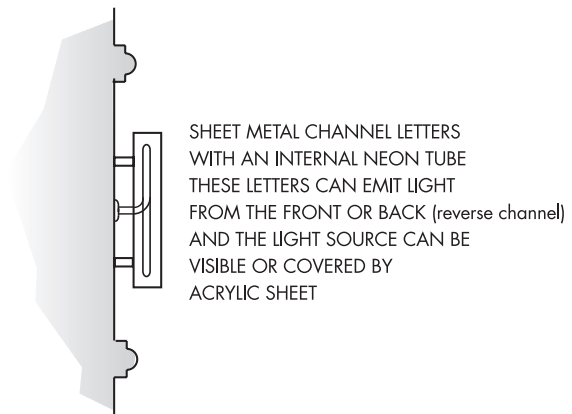
Figure 6.7: Sign Cabinets

Figure 6.8: Sign Lighting Techniques

Examples of externally lighting multiple letters



Examples of lighting each letter with an integral neon light tube.



6.5.3 Auto-Oriented Signs

Only one of the following types of major signs shall be completely visible when viewed from a single position.

A. Primary Facade Signs

The primary sign identifies the business. If the sign is mounted flat to the building, it is called a façade sign. Most of the existing vehicle oriented business signs in both project areas are façade signs. All façade signs must be mounted above 8 feet. A large awning could carry a primary sign. If the primary sign is edge mounted to the building, it is called a major projecting sign. Primary signs, which are not attached to the building, are freestanding signs. The sign message shall be limited to the business name and a total of two products or services sold on the premises. Flat mounted façade signs should be mounted no closer to the parapet edge of the building than one half of the sign's greatest vertical height. To promote the economic image of the district, every business should have a primary sign. Only one primary sign is allowed for each "visual façade" (see Glossary). Multiple independent businesses sharing a single building entrance should be encouraged to adopt a single collective name and sign program to avoid a counterproductive excessive number of exterior signs.

B. Major Projecting signs

Projecting signs are double-sided signs edge mounted to the façade. They should be non-rectangular in shape. They should have their own light source, internal or external. If internally lit, only the letters and logos should emit light. The term Major refers to a sign, which is meant to be legible from a moving vehicle. There can also be small projecting signs oriented to pedestrians (see 6.5.4 B: Small Hanging Blade Signs). When calculating sign area, only one of the sign faces is considered. Projecting signs are allowed to extend above the parapet of the building by no more than 10% of the sign's total area. Roof mounted signs are prohibited in both districts.

See Figure 6.9: diagram of allowable sign projection from building line with size and position limitations based on building height and sign width.

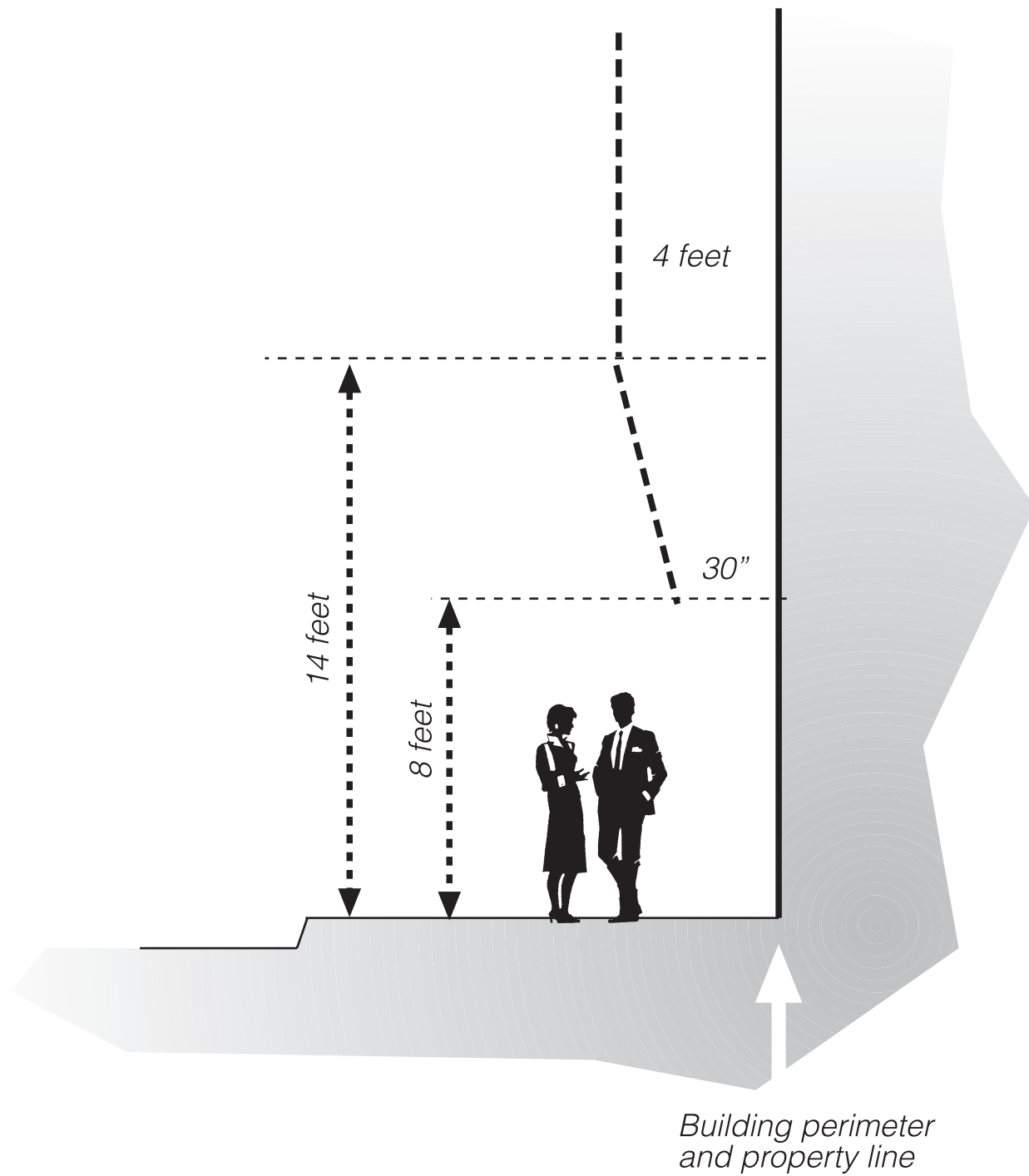
C. Freestanding signs

Signs that are not attached to a building are of two basic types: Pole signs and Monument signs. These signs are permitted throughout the Long Beach Boulevard District, but are confined to the Auto-oriented subarea in the Atlantic Avenue District. The signs require a minimum distance to the nearest building of 10 feet. There should be only one freestanding sign per visual building façade (see Glossary of Terms). The sign should mount to a base whose material and/or color and finish is in use on the building. These signs must be lit. The light source can be internal or external. Ground mounted external lights must be concealed in landscaping. The light source must be shielded so that it is not visible from any public right-of-way or adjacent property.

Monument signs

Monument signs are appropriate to larger buildings with grounds or a complex with multiple buildings. These sign are characterized by sign-faces that continue their full width down to a low formal base. Larger businesses will frequently have on-site parking with access driveways, building entry walkways and landscaping, which are the customary locations for monument signs. The permitted sign area is one square foot for each lineal foot of building frontage. The maximum sign area is 60 square feet. The maximum sign height is eight feet. The sign text should be limited

Figure 6.9: Maximum sign projection beyond building line



to the name of the business or building only. All business must have clearly visible address numbers. Placing the address on a monument sign is an option. There should be only one monument sign per Visual Building Façade (see Glossary of Terms). All monument sign should be lighted. If internally illuminated, only the letters (logo symbol included) should emit light. A permitted variation of the freestanding monument sign is where three-dimensional letters have been mounted to a low formal wall that is part of a formal landscape design.

Pole Signs

These are freestanding signs mounted on one or more poles or posts. The minimum height to the lowest portion of the sign is eight feet. The permitted sign face area is one sq. ft. per side for every linear foot of a single street frontage. The maximum sign area is 30 square feet. The maximum height is 12 feet. Poles signs and their bases must be located within a minimum of 64 sq. ft. of planted landscape that is at least six feet wide with no more than 50% turf. Pole signs should mount to a base whose material and/or color and finish is in use on the building. These signs must be lit. As an option to mounting the pole(s) in a base, dense foliage like a hedge may be used where the pole(s) meet the ground. *See Figure 6.10: Freestanding Signs.*

D. Address numbers

Business addresses must be legible to persons in vehicles and located within four feet of an entry door. Address numbers should be a minimum of four inches and a maximum of six inches in height. They can be individually cutout numbers mounted on the building exterior or numbers applied to a plaque. Numbers applied to a plaque can be painted, screen printed or adhesive vinyl. The plaque should be a minimum of one half inch thick and no larger than three inches from any edge to the numbers.

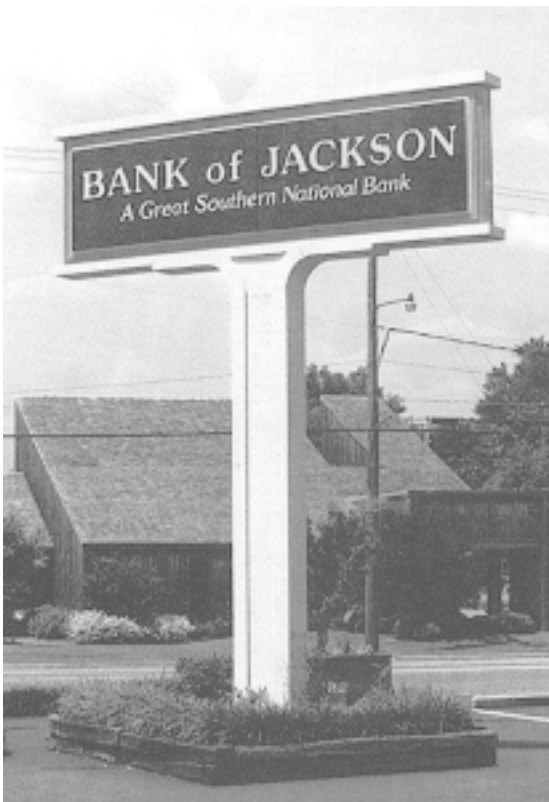
E. Secondary Façade Signs

If the brief descriptive message is not part of the primary sign, it is considered a secondary sign. Secondary signs might convey parking information, a small business name sign oriented to a secondary approach to the building. An information marquee is a secondary sign. No other permanent signs should be of a scale that is oriented to moving vehicles. Temporary (one-month duration) promotional signs would be an exception to this guideline. Telephone numbers are discouraged as vehicular oriented signs. Only one secondary sign is allowed for each “visual façade” (see Glossary).

Figure 6.10: Examples of Freestanding Signs



Monument Signs



Pole Signs



F. Awning Signs

Awning signs could be either primary or secondary signs subject to the same area guidelines as façade signs. Traditional sloping awnings usually have secondary sign information on their narrow vertical valances. If an awning is used as a secondary sign the information must be confined to a single horizontal line positioned within three inches of the bottom edge of the awning and the maximum height of the letter is six inches. If an awning sign is internally lighted only the sign letters and ornamentation can be translucent. The background material shall be opaque. See *Figure 6.11: Example of an awning sign*.

G. Rear Facade Signs

Business name and address numbers are required on the rear facades of all businesses. Signs at the rear of a building can repeat those of the front if the rear entry is of a similar scale with similar sight lines (for example businesses with deep rear parking lots). The rear signs should be reduced to 75% of the area of the primary façade signs. Rear façade signs should be mounted no closer to the parapet edge of the building than one half of the sign's greatest vertical height.

H. Private Parking Directional Signs

Properties with on-site private parking adjacent to their buildings may have directional signs which are vehicle oriented. These signs should be freestanding and located in landscaped areas. These signs may have a maximum height of four feet and a maximum area per side of eight square feet. Their colors must match the colors used on the building signs.



Figure 6.11: Example of an Awning Sign

6.5.4 Pedestrian-oriented Signs

After the primary and secondary signs, all other exterior sign information should be of a size appropriate to be viewed by pedestrians on the sidewalk in front of the business. Typical content would be the business name, a listing of goods and services, hours of operation, telephone numbers, credit cards accepted, a directory of the building's tenants etc. Much of this information might be positioned on display windows and/or entry doors.

A. Window Signs

To promote the commercial character of the districts, windows should be used for the display of merchandise or for views into active lighted business interiors. The greater portion of the window area should remain free of signs or obstructions. Even non-retail businesses should not cover their windows 24 hours a day with curtains, dark tinted glass or equipment. Window signs, either permanent or temporary, should not exceed 10% of the total window area. Computer cut adhesive vinyl or screen-printing is preferred to hand painted window signs. Professional gold leaf graphics are also preferred. See *Figure 6.12: Example of a Pedestrian-oriented Window Sign*. Temporary signs shall be displayed no longer than 30 days.



Figure 6.12: Example of an Pedestrian-oriented Window Sign

B. Small Hanging Blade Signs

A standardized form of small projecting business name sign can add visual unity to the more densely commercial areas of the districts. These signs should have a maximum area of five square feet and be between seven and eight feet off the ground. See *Figure 6.13: Examples of Pedestrian-oriented Hanging Blade Signs*.

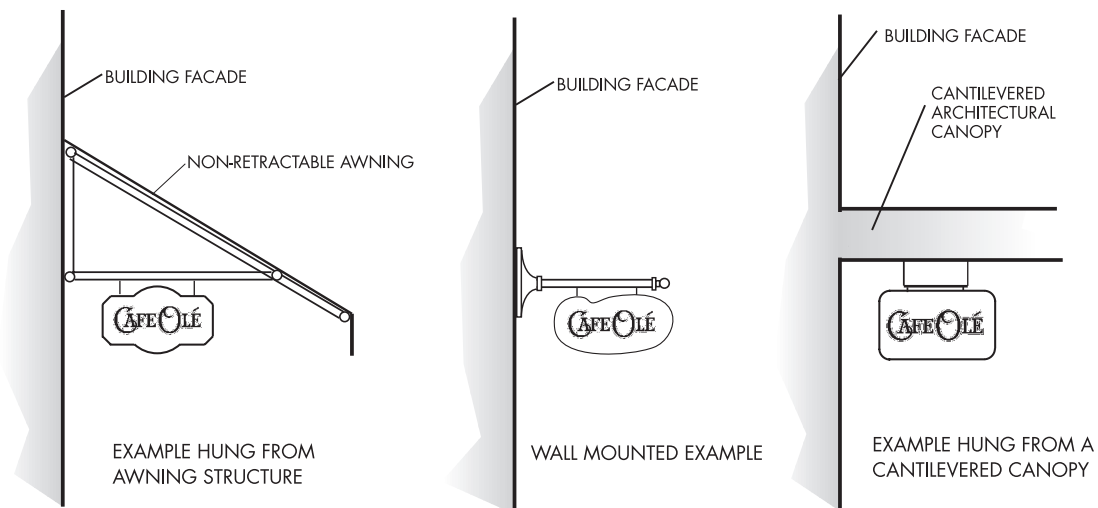
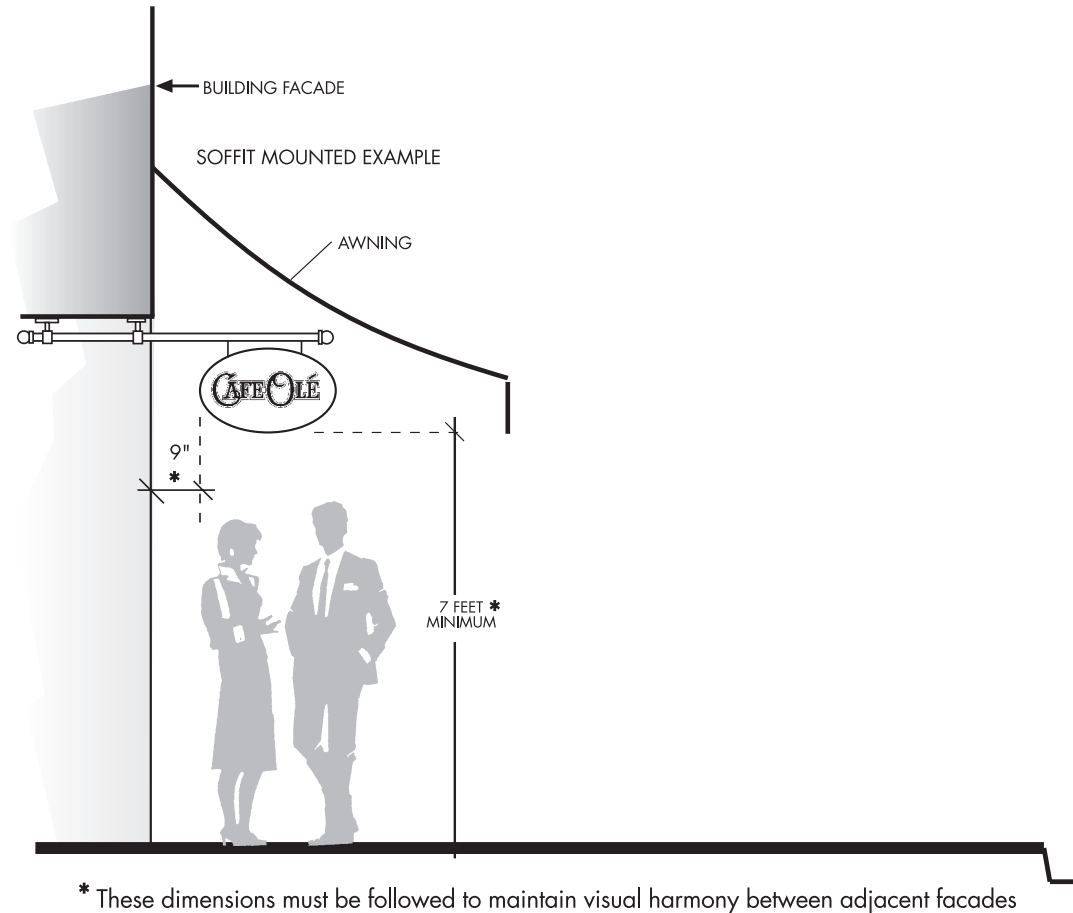


Figure 6.13: Examples of Pedestrian-oriented Hanging Blade Signs

C. Identification of upper story businesses

Only the major ground floor business should be identified with a vehicle oriented sign. Upper story businesses should be identified at street level with pedestrian oriented signs and/or directories at the building entries. Upper floor wall signs and window signs are prohibited.

D. Outdoor Dining Menu Boards

In areas where outdoor dining is permitted in the public right-of-way (see section 3.2.2 I: Sidewalk Dining) one single-sided framed menus may be attached to the removable barrier. The size of the frame must not exceed three square feet. Freestanding pedestal menus are prohibited.

6.5.5 Guidelines for Sign Color

Sign colors and finishes shall relate to those of the building. The Architectural Design Guidelines specify a minimum of three and a maximum of five exterior building colors (See section 3.3.3.3) Signs may use any of the building colors plus up to three additional colors for a maximum of eight colors. Signs must use at least one of the building exterior colors.

6.5.6 Historic style exemptions

Both districts contain buildings designed in the exuberant style of the late 1940's and 1950's. This commercial style used dominant and integral architectural elements whose sole purpose was to provide a location for a sign. Buildings which contain these architectural sign elements may expand their allowable sign/letter area in a manner appropriate to this unique historic style. The sign design guidelines will be relaxed providing the proposed design and the fabrication techniques demonstrate an understanding of the style. Buildings of this style that have a prominent architectural sign element must use the area for a sign. Frequently these sign elements are vertical and double sided. These strong sign elements must not be left vacant. *See Figures 6.15, 6.16, and 6.17: Examples of Historic Exemptions.*

6.5.7 Sign maintenance

All exterior signs shall be kept clean and properly maintained. All supports, braces, anchors and electrical components shall be kept safe, presentable and in good structural condition. Defective lighting elements shall be promptly replaced. Weathered and/or faded painted surfaces shall be promptly repainted.

6.5.8 Applicability of Sign Design Guidelines

These guidelines have been written to make them easier to use while still covering the whole range of sign needs and possibilities. The City recognizes a necessity for flexibility. The City is open to quality innovations. If a particular business site has a unique condition that these Guidelines do not sufficiently address professional design consultation should be considered. These guidelines deal with aesthetics issues only. They do not address any aspect of proper and safe sign engineering, construction or installation. Because the process of approving, fabricating and installing a sign is less formally regulated than building alterations and new construction the City is mindful of the necessity to educate local business owners of the correct process and the resulting benefits to the community.

Figure 6.14: Special Example: Unification of disparate architectural elements within the same retail establishment with use of color and graphic ornamentation



Color and graphic ornaments (stars in this example) can unify two different adjacent buildings occupied by one tenant and one entry. Graphic ornaments are not calculated as part of the sign area. Trademarks and logos must be included within the maximum letter area calculation.

Figure 6.15: Historic Style Exemptions – Example One: Tuttle Camera

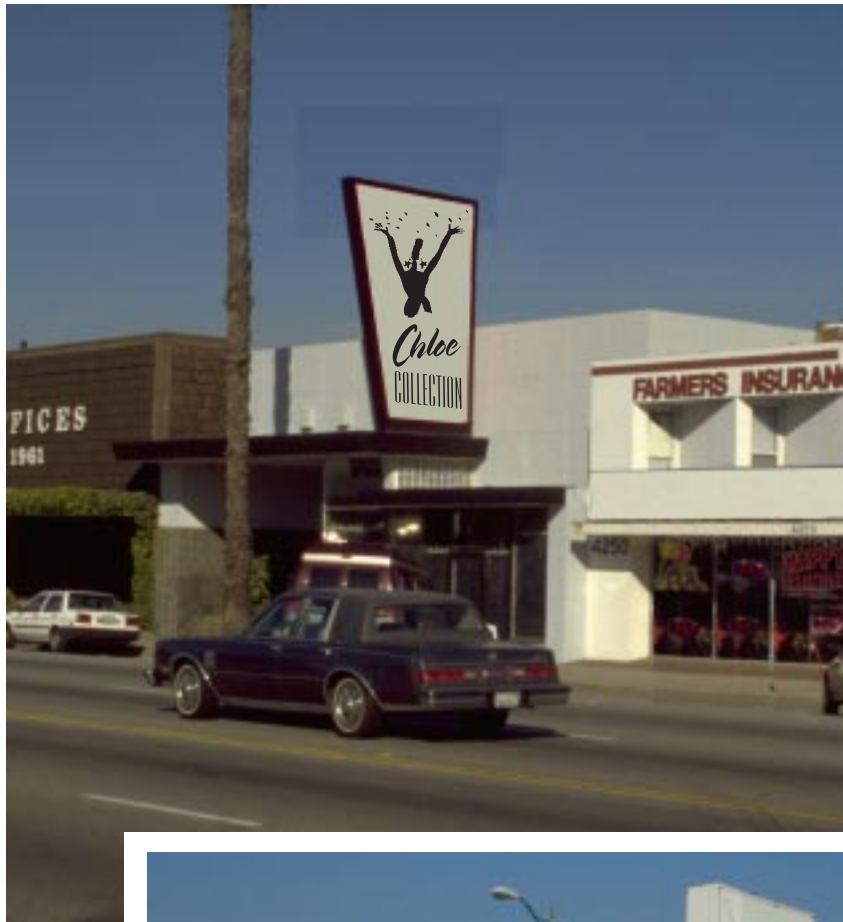
Existing 1950's style sign and architecture qualifies for a historic exemption from the sign area limitations.



Although these signs exceed the maximum area specified in these sign design guidelines they are historically appropriate to the style of the architecture.

Figure 6.16: Historic Style Exemptions – Example Two: Chloe Collection and George's 50's Diner

1950's style sign / architectural element qualifies these facades for a historic exemption from the sign area limitations.



The shape of the graphics should follow the shape of the architectural sign element



Figure 6.17: Historic Style Exemptions – Example Three: Bob's Liquor Shop

1950's style sign / architectural element qualifies
for a historic exemption from the sign area limitations.



The existing sign fails to utilize
the obvious and architecturally
correct sign location

